LEO BURNETT U.S.A.

Ad No. 116—Reporter, Tort Pack Ad—Reg. No. 9766—Page 4 (c bleed—85/8 x 113/4 in.—National Magazines, 1974

Printed in U.S.A.

1. No matter what story she got her hands on, Hollywood columnist Nancy Bosworth never let go of her cigarette holder. It gave her cleaner taste.

2. No need for a cigarette holder today. You've got Parliament. The recessed filter is tucked back, away from your lips.

3. With Parliament, you taste rich, clean flavor, never the filter. It's our inside scoop.

Parliament. The recessed filter cigarette.

It works like a cigarette holder works.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/zsjp0003

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